

Message Text

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FM AMEMBASSY MANILA

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E.O. 11652: NA

TAGS: BBSR, RP

SUBJ: BUDGET ESTIMATE FOR U.S. OFFICE EQUIPMENT, COMPUTER AND
SUPPLIES CATALOG EXHIBITION, MAY 10-21, 1976

REF: PETERSON LETTER OF JANUARY 19, 1976

1. EMBASSY RECOMMENDS FOLLOWING BUDGET FOR OFFICE EQUIPMENT
CATALOG SHOW: IN DOLLARS

CONTRACT LIBRARIAN AND SUPPORT STAFF	550.
MESSENGER/MAILING SERVICE	150.
PRINTING	500.
COMPUTER CONTRACT SERVICES FOR REGISTRATION FORMS,	
COMPUTER TIME AND RELATED EXPENSES	300.
MISCELLANEOUS, CONTINGENCIES	100.
REPRESENTATION	300.

TOTAL	\$ 1,900.

2. EMBASSY ANTICIPATES THAT USE OF COMPUTER PRINT-
OUT OF SHOW RESULTS WILL ENABLE US TO REDUCE
PROCESSING TIME ON FINAL MAILING/SALES LEAD LISTS
TO ONE WEEK, AND ENSURE GREATER DEGREE OF
ACCURACY ON RESULTS. PROCESSING TIME ON METAL-
WORKING EQUIPMENT SHOW OF FEBRUARY 1975 WITH
10,500 ENTRIES TOOK FIVE WEEKS BY MANUAL MEANS.

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3. EMBASSY NOTES THAT U.S. EDUCATIONAL TRAINING AIDS

CATALOG SHOW, IN EARLY MAY, IF PROGRAMMED, WOULD BE EXPECTED TO ASSUME ONE-TIME CHARGE OF \$500 FOR SET UP AND TESTING OF NEW COMPUTERIZATION SYSTEM WHICH WOULD BE UTILIZED BY SUBSEQUENT CATALOG SHOWS. EARLY MAY SHOW WOULD ALSO HAVE PER SHOW CHARGE OF \$300. IF W SHOW NOT HELD, BUDGET FOR MAY 10-21 EVENT WOULD NEED TO BE INCREASED BY \$500.

4. WE PLAN TO MOUNT EXHIBIT IN EMBASSY BALLROOM AND CONFERENCE ROOM OF U.S. BUSINESS CENTER. 1201 ROXAS BOULEVARD. PROPOSED DAYS WOULD BE MAY 17-21, WITH EXHIBIT OPEN DAILY 9 A.. TO NOON AND 2 TO 5 P.M.

5. TO AUGMENT PRESS COVERAGE AND BUSINESS INTEREST IN EVENT WE PLAN INCREASE DIMENSION OF SHOW TO INCLUDE WORKING PRODUCT EXHIBITS AND FILM SHOWINGS FOR PARTICIPATING FIRMS WITH LOCAL DISPLAY CAPABILITY. WE EXPECT SOME 15 COMPANY EXHIBITS INCLUDING ONES BY IMPORTERS/DISTRIBUTORS ACTIVELY INTERESTED IN NEW-TO-MARKET COMPANIES REPRESENTED IN SHOW.
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